

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A computer system for requesting advertisements to be placed along with content on behalf of an advertiser in association with a keyword, comprising:

a plurality of advertisement generators that each use a different algorithm to automatically generate an advertisement sets for the advertiser using different algorithms and the keyword, each generated advertisement set having a keyword and a different advertisement for the advertiser and the keyword;

a fee calculator that calculates fee amounts for each of the advertisement sets generated by the advertisement generators based on anticipated profitability of the advertisement sets;

~~an advertisement submitter that sends to an advertisement placement service a request to place the advertisement along with content associated with the keyword at the fee amount of an advertisement set; and~~

an advertisement manager that:

receives from the advertisement generators the generated advertisement sets,

receives from the fee calculator a fee amount for each of the generated advertisement sets,

determines whether an advertisement set is currently submitted to an advertisement placement service for the keyword, and

when an advertisement set is not currently submitted to the advertisement placement service for the keyword, selects one of the generated advertisement sets for submission to the advertisement placement service which no conflicting advertisement set is currently submitted, and provides to the advertisement submitter the selected

~~advertisement sets that each have an advertisement, a keyword, and a fee amount;~~ and
an advertisement submitter that, when an advertisement set is not currently submitted to the advertisement placement service for the keyword:
receives from the advertisement manager the selected advertisement set and the fee amount for the selected advertisement set, and
sends to the advertisement placement service a request to place the selected advertisement set along with content associated with the keyword at the fee amount of the selected advertisement set.

2. (Original) The computer system of claim 1 wherein the fee amount is a bid for an auction.

3. (Canceled)

4. (Currently Amended) The computer system of claim 1 wherein ~~when multiple advertisement sets have the same keyword,~~ the advertisement manager selects ~~one of the multiple~~ the advertisement sets based on analysis of the likelihood of users selecting the advertisement of the advertisement set when it is placed along with a ~~the~~ content associated with the keyword.

5. (Canceled)

6. (Previously Presented) The computer system of claim 1 including multiple advertisement submitters where each advertisement submitter is associated with an advertisement placement service.

7. (Previously Presented) The computer system of claim 1 including a database containing statistics relating to placements of advertisements and wherein the fee calculator determines anticipated profitability based on analysis of the statistics.

8. (Original) The computer system of claim 7 wherein the statistics include average cost-per-click of an advertisement and average revenue-per-click.

9. (Currently Amended) A method in a computer system for placing advertisements, the method comprising:

automatically generating a plurality of advertisement sets, each advertisement set generated for the same advertiser and the same keyword, each advertisement set that specifying an advertisement, a the keyword, and a bid amount;

determining whether an advertisement set is currently submitted to an advertisement placement service for the keyword;

when an advertisement set is not currently submitted to the advertisement placement service for the keyword,

selecting one of the generated advertisement sets for submission to ~~an the~~ advertisement placement service ~~such that a selected advertisement set does not conflict with a currently submitted advertisement set;~~

submitting to the advertisement placement service a request to place the advertisements specified by ~~in accordance with the~~ selected advertisement sets;

analyzing the effectiveness of the placed advertisements ~~for the advertisement sets,~~ the effectiveness of ~~an the placed~~ advertisement being based on at least financial benefit of placing the advertisement; and

subsequently selecting advertisement sets for placement of advertisements based on the analysis,

so that the selected advertisement set does not conflict with an advertisement set that is currently submitted to the advertisement placement service for the keyword.

10. (Currently Amended) The method of claim 9 wherein the effectiveness of a the placed advertisement is based on profit resulting from a user selecting ~~an~~ the advertisement.

11. (Currently Amended) The method of claim 9 wherein the advertisement placement service places the advertisements with search results associated with a search term matching the keyword.

12. (Currently Amended) The method of claim 9 wherein the advertisement placement service places the advertisements with content associated with a keyword that matches the keyword of ~~an~~ the selected advertising set.

13. (Currently Amended) The method of claim 9 including calculating the bid amount based on advertising metrics.

14. (Currently Amended) The method of claim 13 wherein the bid amount is adjusted based on advertising metrics.

15. (Currently Amended) The method of claim 9 wherein each ~~the~~ advertisement ~~sets are~~ is automatically generated by an advertisement generator.

16. (Currently Amended) The method of claim 15 wherein the advertisement ~~sets are~~ is selected based on effectiveness of the advertisement generators that generated the advertisement sets.

17. (Original) The method of claim 9 including calculating the bid amount based on a profit-based algorithm.

18. (Original) The method of claim 9 including calculating the bid amount based on a revenue-based algorithm.

19. (Original) The method of claim 9 wherein the advertisement placement service is a search engine service.

20. (Original) The method of claim 9 including filtering the generated advertisement sets based on frequency of keywords.

21. (Original) The method of claim 9 including filtering the generated advertisement sets based on desirability of keywords.

22-34. (Cancelled)